

# FRESH PRODUCE MARKET IN DUBAI

## INTRODUCTION

The United Arab Emirates (UAE) is a rapidly diversifying, highly developed economy. With a population of 5.4 million, the UAE is a federation of seven emirates, each governed by their own emir or “prince.” Although Abu Dhabi is the wealthiest of all the Emirates in terms of natural resources (e.g. gas and petroleum), Dubai is the most rapidly growing Emirate. With an estimated 2.2 million people of which 1.75 million, or 80 percent, are foreigners, Dubai is the most rapidly developing food Industry in the UAE. Dubai is also a major hub where food products are re-exported to other Gulf Cooperation Council (GCC) countries<sup>1</sup>.

Kenya has been growing exports to the UAE in the last six years, from 6,848 MT in 2006 valued at Ksh 816.8 million (\$11.7Million) to 14,522 MT in 2012 worth Ksh 2,186.6 Million (\$25.9Million). The dominant crops in volume in the six-year-period aggregate are mangoes and avocados taking up an equivalent of 39 percent each on the total exports. By value the dominant crop is mangoes at 34 percent followed by avocados at 26 percent.

## PORTS

Dubai’s emergence as a regional hub for agriculture products is based on the success of the Port of Jebel Ali and the adjoining Jebel Ali Free Zone. Located approximately 22 miles southwest of Dubai’s city center, Jebel Ali Port covers 52 sq. miles and is the largest port among the Gulf States. According to a local freight forwarder, the port has an annual turnover of approximately 20 million twenty-foot equivalent unit (TEU) containers, of which, 20 percent is destined for the local markets and 80 percent is transshipped on to Africa or other Middle Eastern markets. Containers generally take only 24 hours to be unloaded and processed by customs. Once processed the containers enter the Jebel Ali Free Zone, an economic free zone that hosts over 6,400 companies and is characterized as the “leading driver of the burgeoning UAE economy.” The free zone is a city unto itself, with offices, warehouses, cold storage facilities, residential buildings, hotels, retail shops and even a convention center all located within its confines. The port and free zone give Dubai a strategic advantage over Muscat and Jeddah in terms of shipping and handling containers. Muscat, in particular, relies heavily on Dubai to receive shipments of highly perishable fruits and vegetables.

## IMPORT REQUIREMENTS

According to wholesalers, importing through Jebel Ali Port is a very standardized and quick process. Shipments must arrive with a notarized health certificate, commercial invoice, certificate of origin, import permit, and three copies of a bill of landing. Phytosanitary inspections are carried out on randomly selected fresh produce, but not to the level found in Muscat or Jeddah. An importer in Muscat stated that he prefers to import fresh fruit (e.g. mangoes) via Jebel Ali Port since Dubai customs officials are “more flexible” than officials in Muscat.

An importer noted that Arabic product labeling is technically required, but is not enforced.

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<sup>1</sup> The United Arab Emirates (UAE) is a member of the Gulf Cooperation Council (GCC), six countries that include the United Arab Emirates (UAE), Bahrain, Kuwait, Oman, Qatar and Saudi Arabia.

All fresh produce imports must satisfy the regulations set forth by the Gulf Corporation Council (GCC) Standardization Organization. The GCC requires that all fruits and vegetables be free of insect pests (e.g. fruit flies), fungal infections, and harmful pathogens. Accordingly, the following GCC standards<sup>2</sup> should be followed:

- GSO 2216:2012 “Good Agricultural Practices - Part I: Fruit and Vegetables”
- GSO 123:1990 “General Requirements for Fresh Fruits and Vegetables”
- GSO 124:1990 “General Requirements for Fresh Fruits and Vegetables Boxes”
- GSO ISO 2169:1994 “Fruits and Vegetables - Physical Conditions in Cold Stores - Definitions and Measurement”
- GSO 2233:2012 “Requirements of Nutritional Labeling”
- GSO ISO 6661:2009 “Fresh Fruits and Vegetables- Arrangement of Parallelepipedic Packages In Land Transport Vehicles”

## TARRIFS

According to the WTO Tariff Analysis Online (TAO) database, mangoes, pineapples and onions have a 0 percent most favored nation (MFN)<sup>3</sup> import duty rate, while sweet potatoes have a 5 percent MFN import duty rate.

## WHOLESALE MARKET

Located 22 miles east of the city center (approximately 40 miles from Jebel Ali Port), Al Aweer market is Dubai’s largest fresh produce wholesale market. Al Aweer market has been in operation since 2003 and is home to 280 wholesalers and 150 retailers. Wholesale prices are determined by the buyers and sellers of the market, and are not set by the state (e.g. government). Prices are determined twice daily, once in the morning and once again in the afternoon. One importer noted that they source approximately 90 percent of their products from abroad, and re-export roughly 30 percent to 40 percent of their inventory.

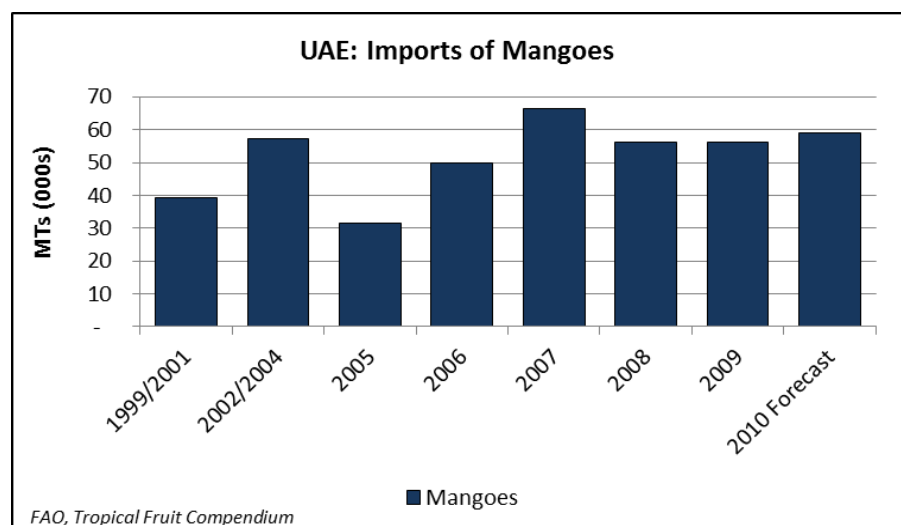
## RETAIL MARKET

Dubai’s retail market is dominated by Carrefour Hypermarkets. The French chain operates five outlets throughout Dubai. Geant, a French competitor of Carrefour’s, has only one hypermarket and five smaller supermarkets located in Dubai.

## MANGO

According to the UN’s Food and Agriculture Organization, from 2007 to 2010, UAE mango imports averaged approximately 60,000 MTs per year. The top suppliers were Pakistan and India, while Kenya is a small secondary supplier. According to importers in Dubai, high volumes of mangoes are transshipped to other countries in the Middle East.

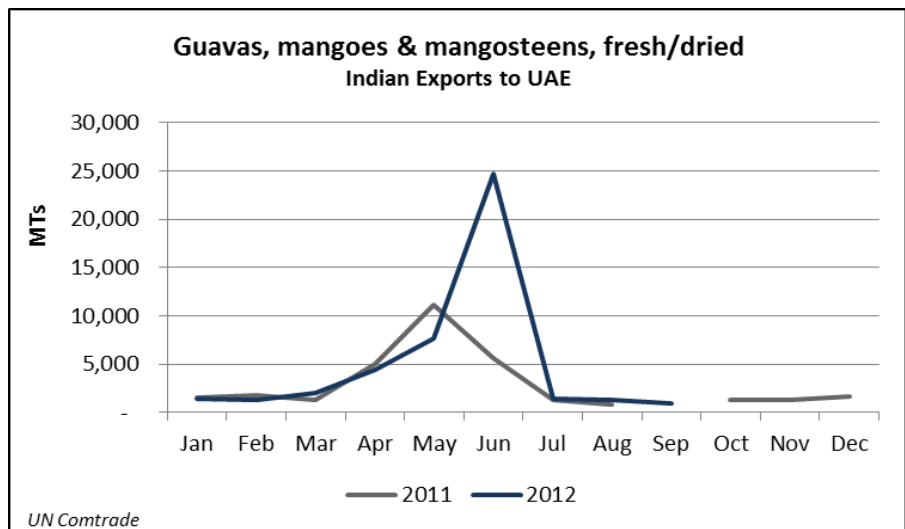
### Suppliers



<sup>2</sup> GSO Standards Catalogue: <http://www.gso.org.sa/standards/public/standardsList.seam>

<sup>3</sup> Most Favored Nation (MFN): WTO member duty rate. Under the WTO agreements, countries cannot normally discriminate between their trading partners. Grant someone a special favor (such as a lower customs duty rate for one of their products) and you have to do the same for all other WTO members.

India and Pakistan are the dominant suppliers to the Dubai market. Chaunsa mangoes are the most popular variety supplied by Pakistan, known for their sweetness and affordability. India supplies a wider variety of mangoes, including Alphonso, Badami, Kesar, and Rajapuri. Indian mangoes can take anywhere from three to seven days to arrive, while Pakistani mangoes typically arrive within four days. Importers noted that Pakistani mangoes are generally cheaper (price gap unspecified) than their Indian counterparts. Both countries' supply is highly seasonal.



According to importers, Kenya supplies small quantities of Apple and Kent mangoes, which are varieties with larger-sized fruit. From 2009 to 2012, Kenyan mango exports to the UAE increased from 3,570MT to 5,663 MT showing a 59 percent growth.<sup>4</sup> Mangoes from Kenya are transported by air. It was noted that small quantities of mangoes also arrive by air from West Africa.

An importer stated that his company imports Australian mangoes (Kingston variety) on a consignment basis only (i.e. small quantities).

### Packaging & Shipping

Importers prefer mangoes be packed in 4 kg cartons, with eight to nine pieces of fruit per carton (12 if Alphonso variety). Mangoes from India and Pakistan arrive by sea or air, while African mangoes almost always arrive by air.

### Seasonality

The visit to Dubai for this report coincided with the high supply season for India and Pakistan, which runs from June to August. During this time there is a glut of fresh mangoes on the market, which pushes down the sales volumes of other fruits owing to the wide and cheap availability of mangoes. India's season runs from March to June, with supply to the UAE peaking in May and June. Pakistan's season is shorter, and runs from June to August. Supplying during the Indian and Pakistani off-seasons (i.e. from September to February) present the best opportunity for penetrating the Dubai market. This period happens to fall in Kenya's mango season that runs from late September to March hence an export comparative advantage in this period. Unfortunately, it was not possible to collect price information on Chaunsa mangoes since they did not hit the market at the time of this report.

Seasonality of Mango Supply														
Commodity	Market	Origin	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Mango	Dubai	Pakistan												
Mango	Dubai	India												

<sup>4</sup> UN Comtrade and Kenya National Bureau of Statistics

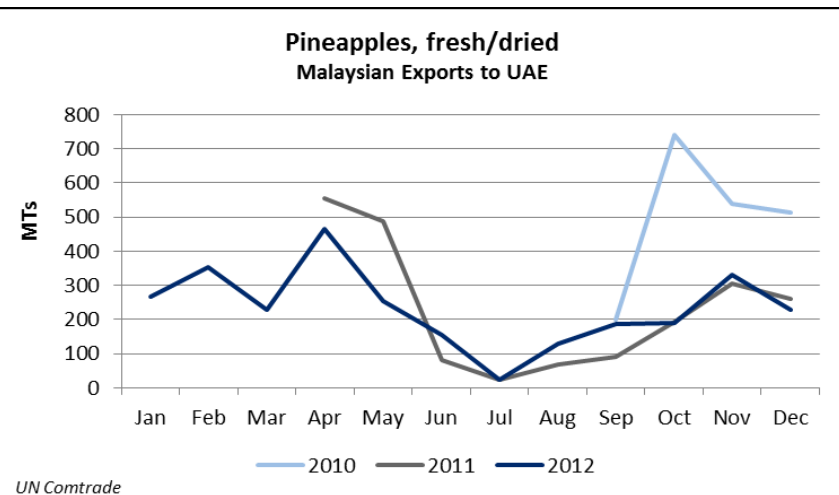
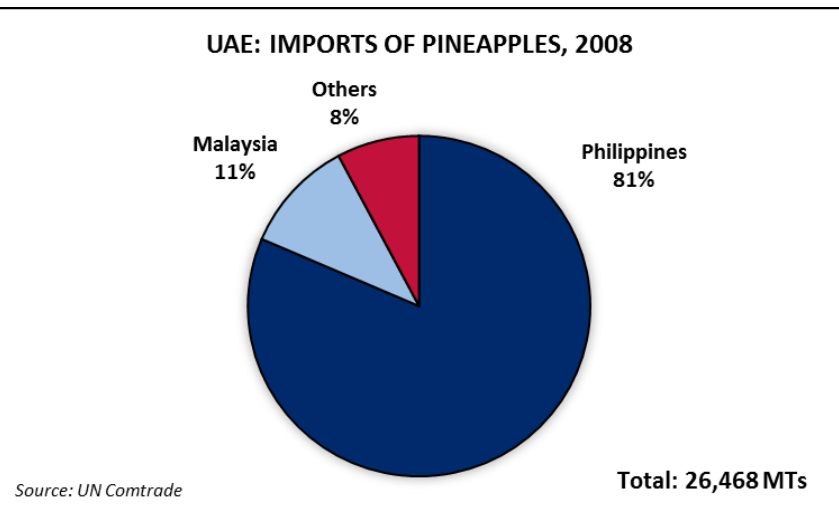
## PINEAPPLE

Based on the latest available trade data<sup>5</sup>, in 2008, the UAE imported 26,468 MTs of pineapples, with a value of US\$19.4 million. The dominant supplier is the Philippines, with Malaysia and Sri Lanka acting as small secondary suppliers. The predominant variety sold in Dubai is the MD-2 “golden” pineapple, with small quantities of baby “Queen” pineapples also in demand. Like mangoes, pineapples are a commodity that is transshipped in high volumes from Dubai to other Middle Eastern countries.

### Suppliers

Although produced in the Philippines and Malaysia, the multinational companies of Del Monte and Dole (both based in California) are the top suppliers to the Dubai market. Both companies have yearly contracts with Filipino producers, and are able to supply the market year-round with fresh, green-skinned, yellow-flesh pineapples.

Dubai also imports small quantities from Sri Lanka and India, however both countries cannot compete with the Philippines when it comes to quality.



Baby Queen pineapples (around 700 grams per piece) arrive from South Africa by air.

### Packaging & Shipping

Filipino and Malaysian pineapples arrive by sea in 10 to 12 kg cartons, with each carton containing eight to nine pineapples. One importer stated that they import Sri Lankan pineapples in 7 kg cartons.

### Seasonality

Filipino pineapples arrive year-round, with little to no seasonal fluctuation. Monthly import data from the Philippines is not available, however monthly data from Malaysia is available. In general, Malaysian supply bottoms out during July and peaks during October/November and April. Baby queens are available year round from South Africa. However, seasonality is not that important due to small size of the market. It's a niche product, so Kenya will have to compete on price & quality.

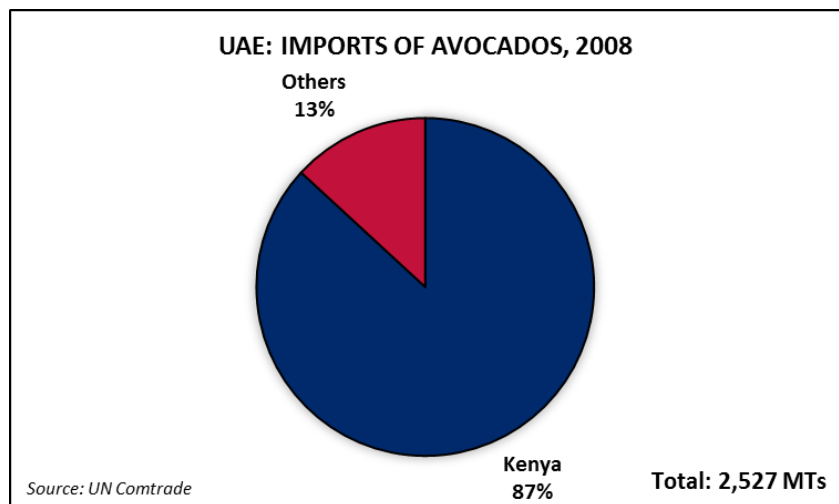
<sup>5</sup> The UAE stopped reporting import figures from 2009 onwards for mangoes, pineapples, avocados, onions, sweet potatoes, and carrots. Only import data for potatoes was reported by the UAE from 2009 onwards. The FAO only provided import data for mangoes

## AVOCADO

In 2008 (latest available data), the UAE imported 2,527 MTs of avocados, with a value of US\$3.5 million. According to importers, the avocado market in Dubai is small (as well as throughout the other Gulf States). Avocado, like mango and pineapple, is also transshipped in high volumes to other Middle Eastern countries.

### Suppliers

Avocados are generally sourced from Kenya<sup>6</sup>, with Australia acting as a small secondary supplier. In the period 2009 to 2012, Kenyan avocado exports to the UAE increased from 2,442 MT to 5,631 MT, growing by 131%. Kenya is known to supply the Fuerte variety, while Australia supplies the Hass variety.



A Geant (hypermarket) representative stated that the Fuerte variety is the “fastest moving” type of avocado as the Hass variety is too expensive for consumers (price gap unspecified). He stated that his hypermarket imports approximately 10 TEU containers of avocado per week from Mombasa, Kenya. A wholesaler at Al Aweer market noted that the catering industry (e.g. hotels) prefer the Hass variety since it ripens quickly and has a rich taste, while retail consumers prefer the Fuerte variety.

### Packaging & Shipping

Importers prefer avocados packed in 4 kg cartons, with 12 avocados in each carton. Shipments can arrive either by air or by sea.

### Seasonality

Importers did not complain about seasonal interruptions of avocado supply and were open to imports at any time during the year. Kenya’s season, UAE’s top supplier, runs from March to September.

Seasonality of Avocado Supply														
Commodity	Market	Origin	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Avocado	Saudi Arabia	Kenya												

## PASSION FRUIT

According to importers, Dubai is not a market for passion fruit. One company noted that they only import 200 to 300 kg per week of Kenyan passion fruit (purple variety). This weekly shipment arrives by air, with the passion fruit loosely packed in 2 kg cartons. Passion fruit is primarily consumed fresh.

<sup>6</sup> UN Comtrade and Kenya National Bureau of Statistics

## CARROT

In 2008, the UAE imported 48,679 MTs of carrots and turnips, with a total value of US\$25.7 million. The primary suppliers are China and Australia, with Saudi Arabia and the USA as secondary suppliers. Importers described carrots as an “in demand” commodity.

Carrots and turnips are sourced from China and Australia by sea.

### Suppliers

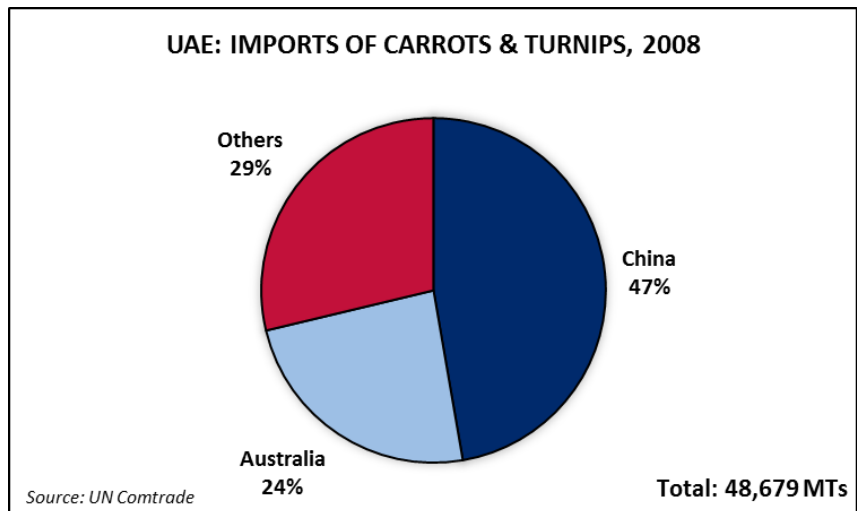
China and Australia are the top suppliers. One of Dubai’s largest fresh produce importers stated that Australian carrots are used by the juicing industry, while Chinese carrots are sold fresh in retail markets. The USA supplied carrots to Dubai in the past, but was pushed out of the market in the past few years by cheaper Chinese carrots. Small quantities also arrive from Saudi Arabia and Oman, but they cannot compete with Australia and China in terms of quality. The Dubai market prefers long, slim carrots that weigh 80 to 120 grams per piece.

### Packaging & Shipping

Importers prefer that carrots arrive packed in a bag and placed in a 9 to 10 kg carton. Carrots generally arrive by sea.

### Seasonality

Importers stated that supply is relatively stable throughout the year due to large shipments from China and Australia.



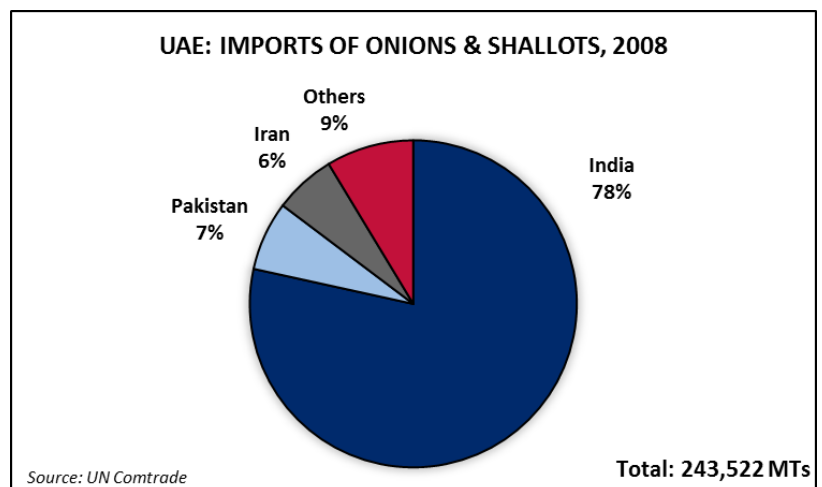
## ONION

In 2008, the UAE imported 243,522 MTs of onions and shallots, with total value of US\$62.5 million. India is the dominant supplier, followed by Pakistan, Iran, and Egypt. The red onion is the most popular variety on the market. Yellow “golden” and white onion are also available, but are not as popular. An importer noted that onions are the fastest growing commodity of interest in Dubai due to the Emirates’ growing population.

### Suppliers

India is the dominant player in the Dubai market and primarily supplies red onion at a very affordable price (~US\$0.27 per kg). Other countries find it hard to compete due to the high volumes and cheap prices made available by India. Pakistan and Egypt are also known suppliers of red onions. One importer noted that it will be difficult for Kenya to compete with India and Pakistan.

Yellow “golden” onions are the second most important variety in Dubai. Suppliers include the EU (e.g. Spain and the Netherlands), as well as Egypt.



### Packaging & Shipping

Onions from India and Pakistan are packaged in either 10 kg cartons or 20 kg bags. All imports arrive by sea.

### Seasonality

Onions imports are not highly seasonal. In 2012, Indian exports of onions to the UAE were relatively stable and had no discernible seasonal drops.

## POTATO

In 2011, the UAE imported 168,826 MTs of potatoes, with a total value of US\$85.6 million. Saudi Arabia and Lebanon were the top suppliers, with China, Syria, Australia, India, Pakistan, EU, and the USA as smaller suppliers. The predominant variety is medium-sized white potatoes. The import market for potatoes has steadily increased from 2005 to 2011, with volumes rising 75 percent over that period.

### Suppliers

Saudi Arabia was the dominant supplier from 2005 to 2011. However, in 2012 and 2013, the Saudi government has restricted potato exports owing to concerns over water shortages, preferring instead to have the potatoes sold and consumed domestically. Although it is generally agreed among importers that these export restrictions will be lifted in 2014, Kenya may be able to benefit if the Saudi government continues to limit exports in the long run.

Like Saudi potatoes, Lebanese white potatoes are also prized by importers for their high quality. Local supermarkets tend to stock potatoes from both Saudi Arabia and Lebanon, occasionally stocking specialty potatoes (e.g. red, baby, russet, etc.) from the EU and USA. The catering industry (e.g. hotels) tends to purchase potatoes from the EU and USA.

A food processor (i.e. potato chips) based in Jebel Free Zone noted that they only source from Germany since the country is able to supply very high quality potatoes that have a low water content (percentage unspecified).

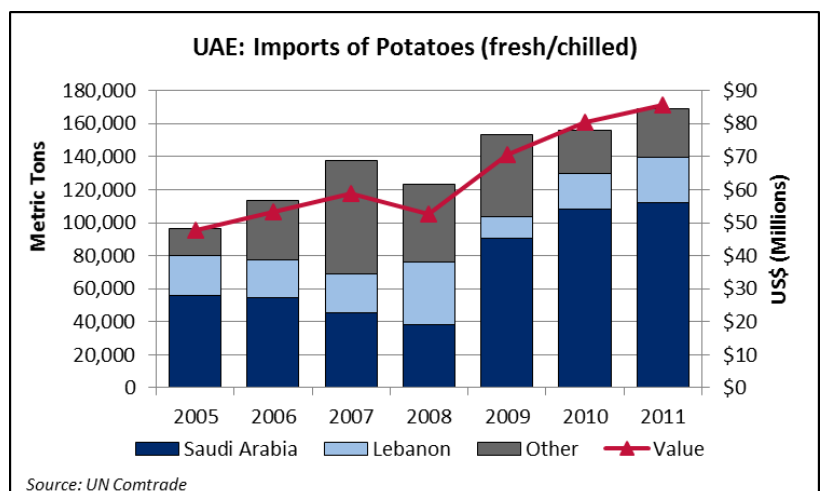
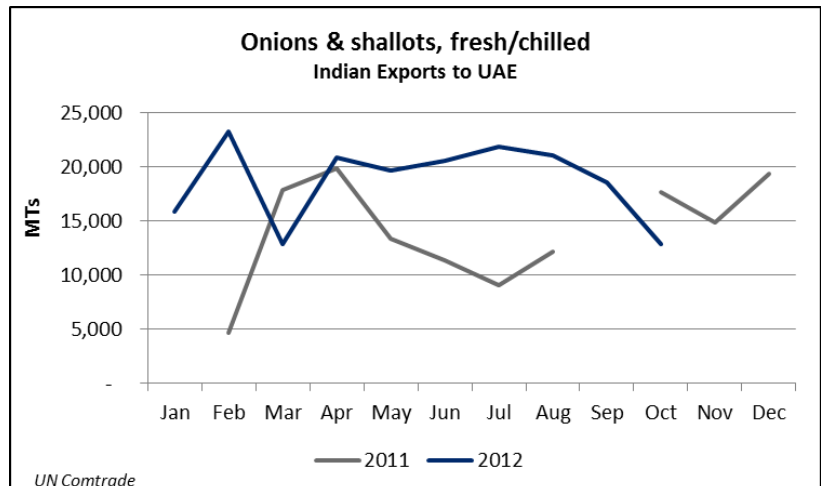
One importer noted that China and Turkey are becoming players in the market.

### Packaging & Shipping

Potatoes from Saudi Arabia and Lebanon are packed in 20 kg boxes, and arrive by air and sea.

### Seasonality

Saudi Arabia was once a stable supplier of potatoes, however this has not been the case in 2013. It is unknown if this trend is set to continue. The Saudi season typically runs all year, with peak production occurring from December to March, while the Lebanese season begins in August. Kenya could attempt to supply the market





during the summer months, but must be able to compete with Saudi Arabia and Lebanon on price. It was not possible to determine when the Lebanese potato season ends for this report.

Seasonality of Potato Supply														
Commodity	Market	Origin	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Potato	Oman	Saudi Arabia												
Potato	Saudi Arabia	Lebanon								Starts in August, ends?				

## SWEET POTATO

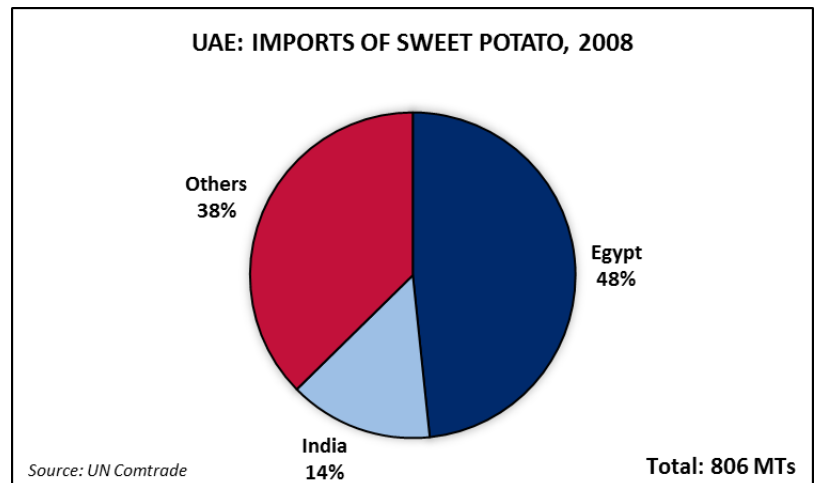
In 2008, the UAE imported 806 MTs of sweet potatoes, with a total value of US\$1.3 million. Importers described sweet potatoes as a “niche market.”

### Suppliers

Egypt is the top supplier and mostly exports the white-flesh variety. Australia supplies the orange-flesh variety. Importers noted that orange-flesh sweet potatoes are the preferred variety, but the market is rather small.

### Packaging & Shipping

Sweet potatoes are packaged in 20 kg boxes and arrive by air and sea.



## OUTLOOK

Characterized as a fast-moving market, Dubai imports large volumes of fresh produce to not only feed its rapidly expanding population, but also to supply foreign markets as well. The combination of high import volumes with a modern trade infrastructure has developed Dubai into a major transshipment hub. Nearby nations such as Oman, Qatar, Bahrain, and Kuwait often look to Dubai for their fresh produce supply. One Dubai fresh produce importer stated that they re-export 30 percent to 40 percent of their imports, with a focus on highly perishables items such as mangoes, avocados, and pineapples. It is these products that importers expressed the greatest interest in possibly purchasing from Kenya. Kenyan overall exports of mango and avocado volumes have grown at 17.7 percent CAGR in the last six years showing potential for further growth in the fruit export industry. Strategic measures could be taken to sustain current market share and grow market performance through opportunities like these and in other countries.

Mango supply, like in every market visited, is very seasonal, with India and Pakistan dominating the Dubai market from March to August. Mango consumption is expected to increase in line with Dubai's expanding population. Kenya can take advantage by acting as a key secondary supplier after India and Pakistan during the September to February window when these two primary suppliers are off-season.

Avocados are not in as high demand as mangoes, but demand is robust and expected to be relatively stable in upcoming years. African nations have a unique advantage in avocados and will primarily have to compete among themselves for the Gulf market since Asia is not a major supplier. In addition, Africa can beat the USA (which supplies the Hass variety) in terms of pricing.

Pineapples originate from Dole and Del Monte managed farms in the Philippines and Malaysia. Competing against these two multinational may prove difficult due to their economies of scale and near total dominance of the import market. Pineapples can be characterized as a “luxury,” and growth is expected to be relatively stable.



South Africa is the top supplier of baby pineapples, and could represent an opportunity if Kenya can undercut them on pricing while maintaining quality. Carrots elicited mild interest from importers, with Australia and China as the main competitors that Kenya would have to compete with.

Little to no interest was shown for onions, potatoes, sweet potatoes, and passion fruit. Red onions, the dominant variety sold, are primarily supplied in bulk and at very lower prices from India. However, a Del Monte representative noted that onions have seen the highest consumption growth of all eight surveyed commodities. It will be difficult to compete with India due to their low price structure and established trade network as Indian traders have a strong presence in the Dubai wholesale market.

Potatoes are also well-supplied by Saudi Arabia and Lebanon, with high quality potatoes (i.e. destined for processing) arriving from the EU. In 2012 and 2013, Saudi Arabia restricted potato exports over water shortage concerns, which could provide an opportunity for other suppliers with quality and pricing dictating competitiveness. Lastly, passion fruit is a commodity with very little demand in Dubai and its consumption is not expected to increase in the near future.

## Annex: Prices, Importers, and Photos

### MANGO PRICES

Dubai, Mango Prices (US\$), May 2013						
Market, Volume	Variety	India	Kenya	Mexico	Thailand	Vietnam
Retail, per KG	Mango			\$9.66		
	Mango, alphonso	\$2.14				
	Mango, badami	\$1.94				
	Mango, green				\$6.67	
	Mango, kesar	\$2.16				
	Mango, long		\$2.99			
	Mango, maluka	\$2.38				
	Mango, R2E2					\$10.21
	Mango, rajapuri	\$1.89				
	Mango, round		\$3.13			
	Mango, yellow				\$8.85	
Retail, per 3.5 KG	Mango, alphonso	\$8.17				
Retail, per 4 KG	Mango, kesar	\$8.17				
	Mango, tottapuri	\$5.99				
Retail, per 4.5 KG	Mango, badami	\$8.71				
Retail, pr 6 KG	Mango, rajapuri	\$10.62				

### PINEAPPLE PRICES

Dubai, Pineapple Prices (US\$), May 2013		
Market, Volume	Variety	Philippines
Retail, per piece	Pineapple	\$1.57

### AVOCADO PRICES

Dubai, Avocado Prices (US\$), May 2013			
Market, Volume	Variety	Australia	Kenya
Retail, per KG	Avocado, fuerte*		\$2.51
	Avocado, hass	\$10.06	
	Avocado, hass*	\$10.48	
Wholesale, per 3 KG	Avocado, fuerte*		\$4.50
*Variety Inferred by researcher			

### PASSION FRUIT PRICES

n/a

## CARROT PRICES

Dubai, Carrot Prices (US\$), May 2013			
Market, Volume	Variety	Australia	China
Wholesale, per 10 KG	Carrot		\$5.00
Retail, per KG	Carrot	\$2.10	\$1.35

## ONION PRICES

Dubai, Potato Prices (US\$), May 2013						
Market, Volume	Variety	Egypt	France	Saudi Arabia	Unknown	USA
Retail, per KG	Potato, chat				\$2.44	
	Potato, red					\$4.01
	Potato, russet*					\$3.52
	Potato, white	\$1.16		\$1.08		
Retail, per 2 KG	Potato, white			\$2.16		
Retail, per 2.5 KG	Potato, agata (white)		\$10.75			
	Potato, cherie (red)		\$10.75			

\*Variety Inferred by researcher

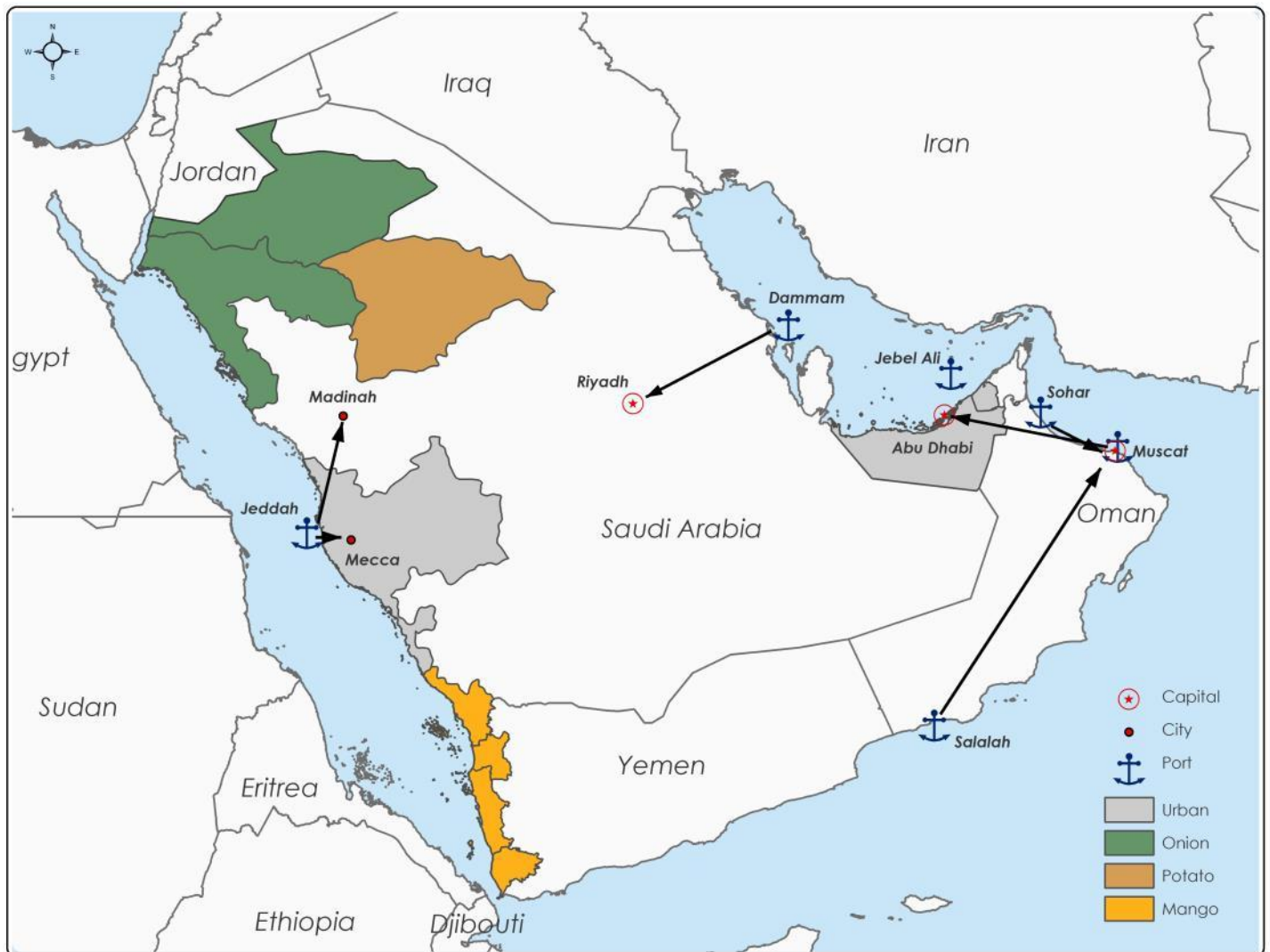
## POTATO PRICES

Dubai, Potato Prices (US\$), May 2013						
Market, Volume	Variety	Egypt	France	Saudi Arabia	Unknown	USA
Retail, per KG	Potato, chat				\$2.44	
	Potato, red					\$4.01
	Potato, russet*					\$3.52
	Potato, white	\$1.16		\$1.08		
Retail, per 2 KG	Potato, white			\$2.16		
Retail, per 2.5 KG	Potato, agata (white)		\$10.75			
	Potato, cherie (red)		\$10.75			

## SWEET POTATO PRICES

Dubai, Sweet Potato, Prices (US\$), May 2013				
Market, Volume	Variety	Australia	Egypt	India
Retail, per KG	Sweet Potato, orange	\$5.31	\$2.71	\$2.44

## Arabian Peninsula: Major Ports, Production Zones and Trade Routes



## IMPORTERS

### Importers, Wholesalers, and Distributors in Dubai, UAE

Company	Comments
<b>Greenbelt Foodstuff</b> Contact: Lakshmi, General Manager Office Tel: (971) 04 332 4699 MSN: <a href="mailto:mujeebcv@hotmail.com">mujeebcv@hotmail.com</a> Email: <a href="mailto:mail@cvmujeebgroup.com">mail@cvmujeebgroup.com</a>	<p>Greenbelt is a small to medium-sized fresh produce importer that supplies both retail and catering businesses. The company is interested in importing grapes. What is most important for them is packaging and quality (i.e. Class I vs. Class II, which means bruising and spots). The product must be packaged in strong cartons, wrapped, and neatly arranged. They often pay within 10 days of receiving the product. According to Greenbelt, 90 percent of their product is imported, with 30-40 percent of that destined for re-exports.</p> <p>Only ranked eight commodities of interest. Grapes are in high demand across the Middle East, but they were not the focus of this assessment.</p> <p>Commodities of Interest (Ranked)</p> <ol style="list-style-type: none"> <li>1) Mango</li> <li>2) Pineapple</li> <li>3) Avocado</li> </ol>
<b>Barakat Vegetables and Fruit Company</b> Contact: Sivaram C, Director of Procurement Office Tel: (971) 4 333 5666 Mobile: (971) 50 656 7968 Email: <a href="mailto:sivaram@barakatuae.ae">sivaram@barakatuae.ae</a>	<p>Barakat is a large fresh produce importer that primarily supplies the catering industry. It does supply (i.e. re-exports) other GCC countries and Afghanistan. Quality is the most important issue (i.e. packing and grading)</p> <ol style="list-style-type: none"> <li>1) Avocado</li> </ol>
<b>Del Monte</b> Contact: Souhail Khattab, Director of Sales Office Tel: (971) 4 333 3801 ext. 441 Mobile: (971) 50 458 3512 Email: <a href="mailto:skhattab@freshdelmonte.com">skhattab@freshdelmonte.com</a>	<p>Del Monte is a major player in the fresh produce industry. They are the dominant suppliers of bananas and pineapples in Dubai. For Del Monte, price is the most important consideration, as demand is very elastic and consumers switch easily. Quality and packaging are the second most import consideration.</p> <ol style="list-style-type: none"> <li>1) Carrot</li> <li>2) Onion</li> </ol>
<b>Hunter Foods Limited</b> Tel: (971) 0 4 881 6279 Email: <a href="mailto:huntfood@emirates.net.ae">huntfood@emirates.net.ae</a>	<p>Hunter Foods is a potato chip manufacturer based in Jebel Ali Free Zone. They import 20 TEUs (40-footers) of (russet) potatoes per month from Germany. They are shipped in 100 kg sacks in temperature controlled containers. Water content for these German potatoes is low; whereas potatoes from India or Lebanon have too much water (they didn't specify a percentage when asked). Hunter Foods has had a relationship with their German supplier for 25 years.</p>
<b>Geant Hypermarket</b> Contact: Tahir Hussain, Fresh Produce Procurement Manager Tel: (971) 4 368 5817 ext 817	<p>Self-described "small player" with locations in Bahrain, Kuwait, UAE, and soon, Qatar. According to their manager for procuring fresh produce, Kenya is the top competitor and have better air freight rates (Nairobi vs. Dar). They currently source from the wholesale market, but are planning to construct their</p>

**Importers, Wholesalers, and Distributors in Dubai, UAE**

Company	Comments
	own warehouse and build up their own supply chain. 1) Avocado
<b>Kibsons International</b> Contact: Uday Charan, Air Freight Manager Tel: (971) 4 320 2727 Mobile: (971) 050 553 0434 Email: uday.charan@kibsons.com	Medium-sized company that imports a variety of fresh produce into the Dubai market. 1) Mango 2) Avocado
<b>Marhaba General Trading</b> Contact: Ali Arjomandi, Purchasing Manager Tel: (971) 4 326 8000 Mobile: (971) 50 451 1065 Email: ali@marhabafruits.com	Wasn't able to speak with. Medium-sized company, with own cold storage facilities.
<b>Mohammed Abdallah Sharbatly Fruits</b> Contact: Matteo Zavarise, Branch Manager Tel: (971) 4 320 7525 Mobile: (971) 50 659 5502 Email: matteo.zavarise@sharbatlyfruit.com  Contact: Mohammed Akbar, Sales Tel: (971) 4 320 7525 Mobile: (971) 55 287 6496 Email: akbar.moinuddin@sharbatlyfruit.com	Wasn't able to speak with either two individuals. Sharbatly is a big player, and the dominant player in Saudi Arabia. They have their own cold storage units.



## PHOTOS: DUBAI



**Figure 1: Typical fresh produce wholesaler in Al Aweer Market. Mangoes, potatoes, and onions are shown waiting to be sold and distributed. (Photo by Fintrac Inc.)**



**Figure 2: Rajapuri Mangoes from India. The shredded paper stuffing is typical of Indian mangoes, but importers prefer individually wrapped mangoes that are placed in clamshell containers. (Photo by Fintrac Inc.)**



**Figure 3: Del Monte is the dominant pineapple supplier. This is a 10-12 kg carton of MD-2 pineapples from the Philippines. (Photo by Fintrac Inc.)**





**Figure 3: Australian carrots packaged in 10 kg cartons. Australian carrots are known for their high quality. (Photo by Fintrac Inc.)**



**Figure 5: Close-up of the Australian carrots, the majority of arrive from the western part of the country. (Photo by Fintrac Inc.)**